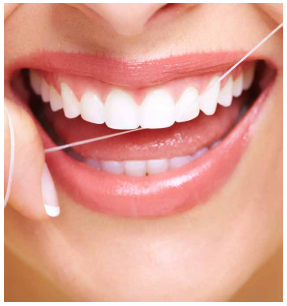
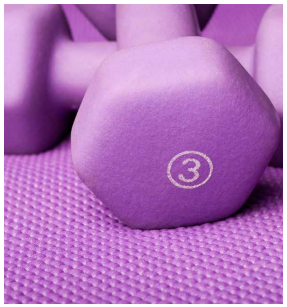
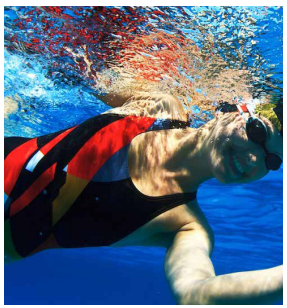
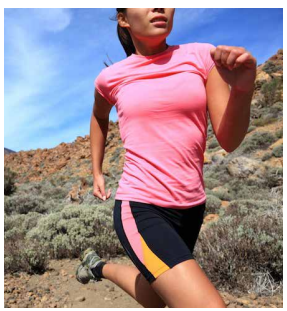
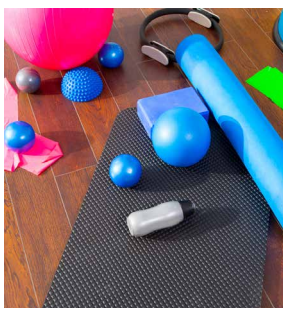










SKINNY MOM®

WHERE MOMS **GET THE SKINNY** ON HEALTHY LIVING

Media Kit 2016

SKINNY MOM®

LAUNCHED IN 2011, SKINNY MOM IS ONE OF THE FASTEST-GROWING DIGITAL PUBLISHING COMPANIES WITHIN THE FITNESS, FOOD AND HEALTHY LIFESTYLE VERTICALS FOR WOMEN.

WE COVER A FULL SPECTRUM OF HEALTH-RELATED TOPICS:

FOOD

Recipes
Weight Loss
Cooking & Gadgets
Nutrition

FITNESS

Exercise & Workouts
Equipment
Activewear
Fit Pregnancy

HEALTH

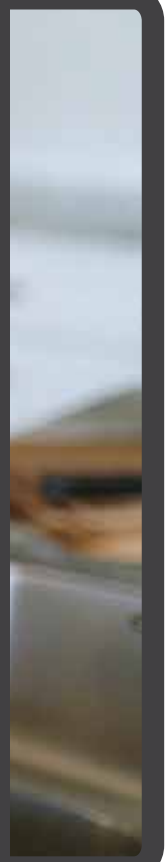
Cleanses & Detoxes
Family Health
Injury & Prevention
Women's Health

LIFESTYLE

Celebrity Moms
Mind & Beauty
Sex
Household Hacks

WHO IS SKINNY MOM?

Skinny Mom Creator & CEO, BROOKE GRIFFIN



ABOUT SKINNY MOM & MEET CREATOR & CEO, BROOKE GRIFFIN

SkinnyMom.com is a digital lifestyle brand where millions of women "get the skinny" on healthy living each month. With the mission to inspire women to live their healthiest lives, SkinnyMom.com delivers original recipes, results-driven workouts, healthy living tips, weight loss testimonies, and more through web, email, mobile app, video, and social media. Please visit www.skinnymom.com for more information and to browse content.

SkinnyMom.com was founded in 2011 by Brooke Griffin and quickly became one of the fastest-growing media companies in the health, fitness, and lifestyle verticals for women. Brooke is a content visionary, best-selling author, speaker, and mom. Brooke and SkinnyMom.com have been featured in *The New York Post, USA Today, Women's Health, Redbook, ABC, NBC, CBS*, and more.

A MULTI-PLATFORM HEALTHY LIVING BRAND

Skinny Mom offers nonstop information for women to live their healthiest lives,
while providing reach across multiple platforms, connecting to readers anytime, anywhere.

DESKTOP

EMAIL

MOBILE/APP

SOCIAL MEDIA

AUDIENCE & METRICS

98% FEMALE

71% MARRIED

70% HAVE KIDS UNDER 18 LIVING AT HOME

83% EXERCISE MORE THAN 1X PER WEEK

86% OWN A SMARTPHONE

90% LIVE IN THE UNITED STATES

83% HAVE A COLLEGE DEGREE

18-24 = 8%
25-34 = 26%
35-44 = 29%
45-54 = 10%
55-64 = 16%

55% AGES 35-64

6,250,862
UNIQUE VISITORS*

34,758,094
MONTHLY PAGE VIEWS

MOBILE APP METRICS

- Over 250K+ Active App Users
- Average Session 4:06 Minutes

E-MAIL METRICS

- 3 Weekly Emails
- 500K+ Email Subscribers

**January 2016. Data & research from private survey of 1500 Skinny Mom subscribers & comScore.*

ADVERTISING OPPORTUNITIES: OVERVIEW

SECTION SPONSORSHIPS 100% SOV

- Pregnancy & New Moms
- Weight Loss
- Workouts
- Style
- Cooking Gadgets & Tools
- Food & Nutrition
- Cleanses & Detoxes & Supplements
- Healthy Living & Healthy Family
- Injury & Prevention
- Celebrity & Healthy Hollywood
- Travel
- Tech
- Sex
- Mind & Beauty

CATEGORY SPONSORSHIPS 100% SOV

- Fitness Index
- Recipe Index
- Community
- Video

E-MAIL CAMPAIGNS

- Takeovers
- Dedicated

CUSTOM PARTNERSHIPS AND CONTENT INTEGRATION

- Native
- Sponsored

CUSTOM SOCIAL INTEGRATION

- Pinterest
- Facebook
- Instagram
- Twitter

ACROSS PLATFORM DISPLAY

- Rising Star
- Takeover
- Standard Desktop & Mobile

APP INTEGRATION

GIVEAWAYS & SWEEPSTAKES

ADVERTISING OPPORTUNITIES: IAB RISING STAR AD UNITS

SKINNY MOM FEATURES ALL IAB RISING STAR UNITS FOR DISPLAY & MOBILE

The IAB Rising Stars are brand-friendly ad units that tap into the breadth of cutting-edge technology available today, providing new tools that resonate with consumers and serve as powerful vehicles for advertisers. All Rising Star units must follow all of the size and specification guidelines as noted.

DISPLAY

Billboard:
- Size: 970x250
- Must include close button

Filmstrip:
- Size: 300x600

Pushdown:
- Size: 728x90, with a max expansion of 728x315
- Also accepted: 970x90 with a max expansion of 970x415
- Frequency of auto-expand is 1 per visitor every 24 hours

Portrait:
- Size: 300x1050

Sidekick:
- Size: 300x250 or 300x600, with a max expansion of 850x700
- Must include close button
- Frequency of auto-expand is 1 per visitor every 24 hours

MOBILE

Pull:
- Bottom or top banner that expands to full screen
- Delivered in page with users fully in control

Full Page Flex:
- Full screen experience for horizontal and vertical orientation

ADVERTISING OPPORTUNITIES: STANDARD IAB AD UNITS

OPTIONS

A range of formats designed to meet brands' communication needs across the purchase funnel.

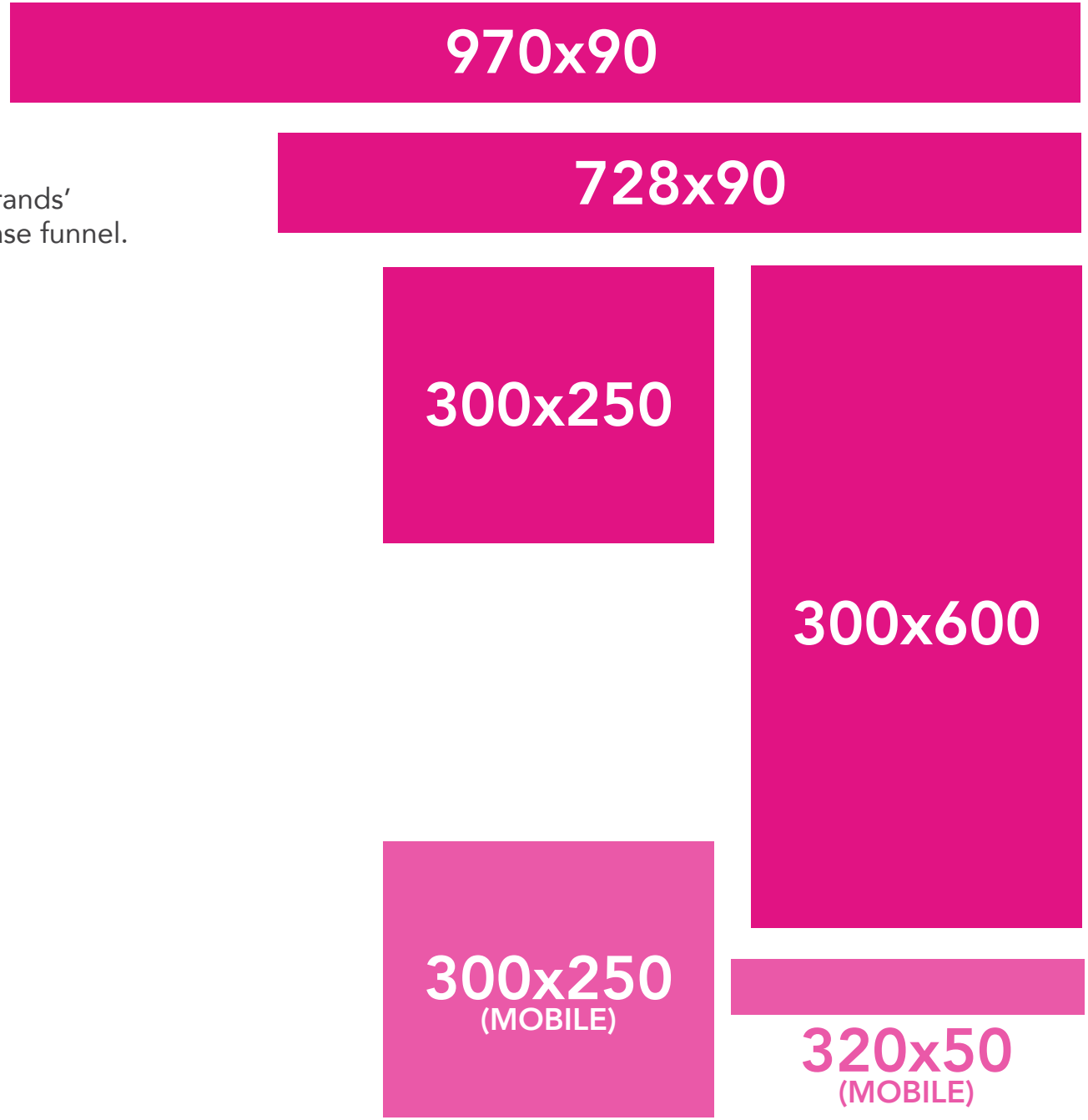
Super Leaderboard:
- Size: 970x90

Leaderboard:
- Size: 728x90

Medium Rectangle:
- Size: 300x250

Half-Page:
- Size: 300x600

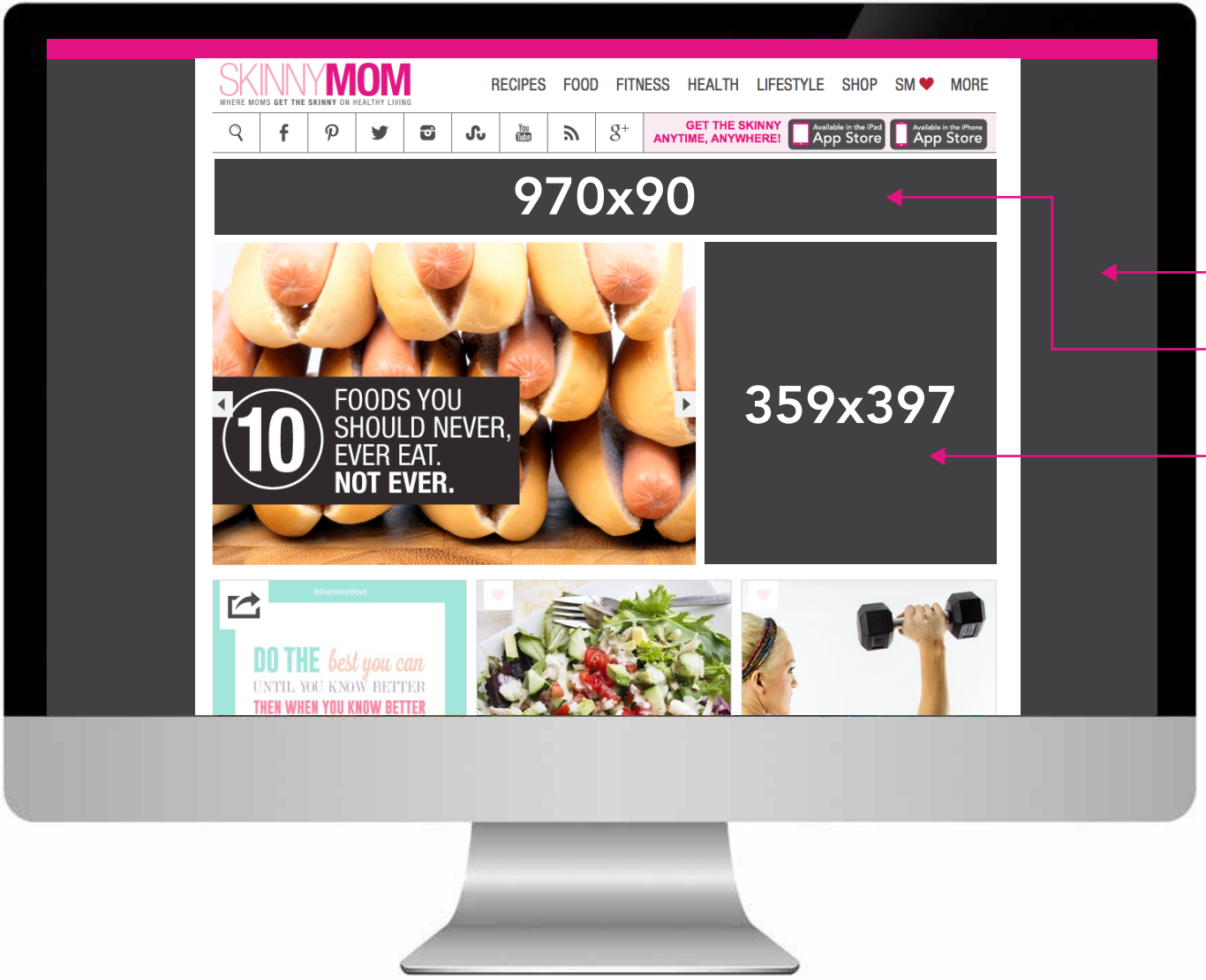
Mobile:
- Size: 320x50
- Size: 300x250



ADVERTISING OPPORTUNITIES: PAGE TAKEOVERS

YOUR BRAND...THE EXCLUSIVE ADVERTISER

Skinny Mom takeovers give brands 100% SOV for one week (7 days) at a time for competitve CPM's.
Presented in an uncluttered landscape alongside engaging content that ensures your brand's message is seen.


SKINNYMOM
WHERE MOMS GET THE SKINNY ON HEALTHY LIVING
RECIPES FOOD FITNESS HEALTH LIFESTYLE SHOP SM MORE
GET THE SKINNY ANYTIME, ANYWHERE!
Available in the iPad App Store
Available in the iPhone App Store
970x90
10 FOODS YOU SHOULD NEVER, EVER EAT. NOT EVER.
359x397
DO THE best you can
UNTIL YOU KNOW BETTER
THEN WHEN YOU KNOW BETTER

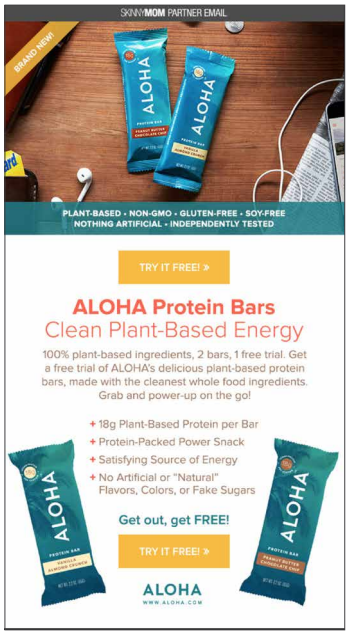
OPTIONS

Branded Re-Skin

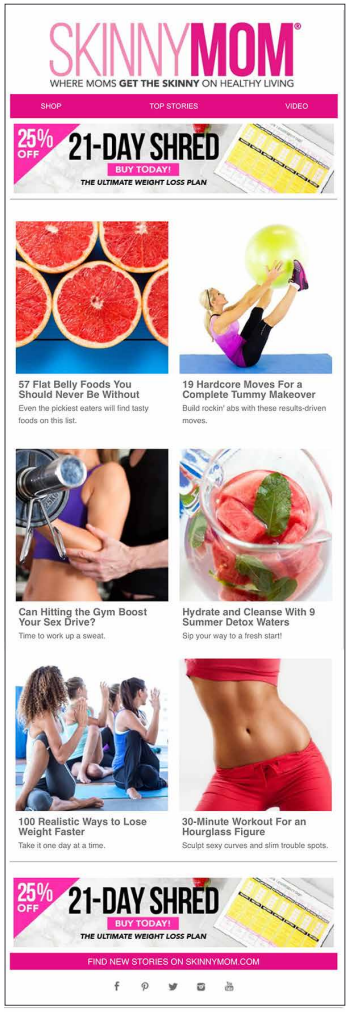
970x90
Super Leaderboard

359x397
Custom Banner

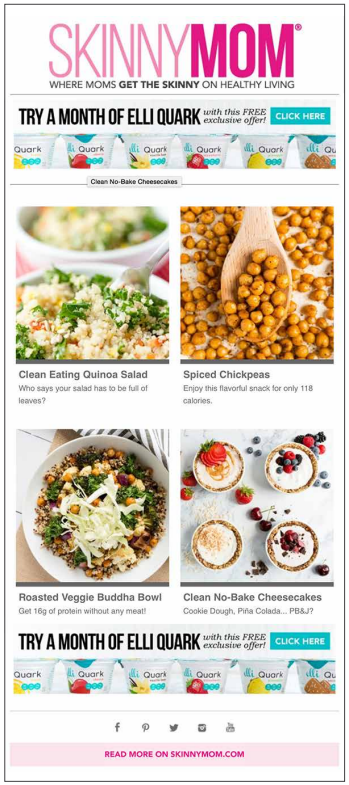
ADVERTISING OPPORTUNITIES: EMAIL CAMPAIGNS


SKINNYMOM PARTNER EMAIL
BRAND NEW!
PLANT-BASED • NON-GMO • GLUTEN-FREE • SOY-FREE
NOTHING ARTIFICIAL • INDEPENDENTLY TESTED
TRY IT FREE! »
ALOHA Protein Bars
Clean Plant-Based Energy
100% plant-based ingredients, 2 bars, 1 free trial. Get a free trial of ALOHA's delicious plant-based protein bars, made with the cleanest whole food ingredients. Grab and power-up on the go!
+ 18g Plant-Based Protein per Bar
+ Protein-Packed Power Snack
+ Satisfying Source of Energy
+ No Artificial or "Natural" Flavors, Colors, or Fake Sugars
Get out, get FREE!
TRY IT FREE! »
ALOHA
WWW.ALOHA.COM

Dedicated


SKINNYMOM
WHERE MOMS GET THE SKINNY ON HEALTHY LIVING
SHOP
TOP STORIES
VIDEO
25% OFF
21-DAY SHRED
BUY TODAY!
THE ULTIMATE WEIGHT LOSS PLAN
57 Flat Belly Foods You Should Never Be Without
Even the pickiest eaters will find tasty foods on this list.
19 Hardcore Moves For a Complete Tummy Makeover
Build rockin' abs with these results-driven moves.
Can Hitting the Gym Boost Your Sex Drive?
Time to work up a sweat.
Hydrate and Cleanse With 9 Summer Detox Waters
Sip your way to a fresh start!
100 Realistic Ways to Lose Weight Faster
Take it one day at a time.
30-Minute Workout For an Hourglass Figure
Sculpt sexy curves and slim trouble spots.
25% OFF
21-DAY SHRED
BUY TODAY!
THE ULTIMATE WEIGHT LOSS PLAN
FIND NEW STORIES ON SKINNYMOM.COM

The Weekly Skinny


SKINNYMOM
WHERE MOMS GET THE SKINNY ON HEALTHY LIVING
TRY A MONTH OF ELLI QUARK with this FREE exclusive offer!
CLICK HERE
Clean No-Bake Cheesecakes
Clean Eating Quinoa Salad
Who says your salad has to be full of leaves?
Spiced Chickpeas
Enjoy this flavorful snack for only 118 calories.
Roasted Veggie Buddha Bowl
Get 16g of protein without any meat!
Clean No-Bake Cheesecakes
Cookie Dough, Piña Colada... PB&J?
TRY A MONTH OF ELLI QUARK with this FREE exclusive offer!
CLICK HERE
READ MORE ON SKINNYMOM.COM

Featured Recipes

Email is the number one activity across all generations and the preferred channel to receive information. 75% of consumers state they have purchased products or services as a direct result of an email promotion.

SEVERAL OPPORTUNITIES

1. Dedicated Email

2. The Weekly Skinny
- Ad Sizes: 571x124
- Sent 2x per week (Mondays & Thursdays)

3. Featured Recipes
- Ad Sizes: 571x124
- Sent 1x per week (Sundays)

ADVERTISING OPPORTUNITIES: NATIVE/SPONSORED CONTENT

SKINNYMOM
RECIPES FOOD FITNESS HEALTH LIFESTYLE THE SUPPER CLUB COMMUNITY MORE
dancewear SOLUTIONS
THE #1 INGREDIENT FOR WEIGHT LOSS IS
I R
(click thru to find out!)
THE POWER 30 PLAN
YOUR 30-DAY STEP-BY-STEP GUIDE TO LOOKING AND FEELING YOUR BEST!
ORDER TODAY » ONLY $59
7 Simple Skinny Recipes Every Mom Should Know
15 Must-Try Methods to Organize Your Fridge
SPONSORED
Are Body Shaping Garments Bad for Your Health?

Example: Sponsored Content - Homepage

Dedicated ATF Content Block

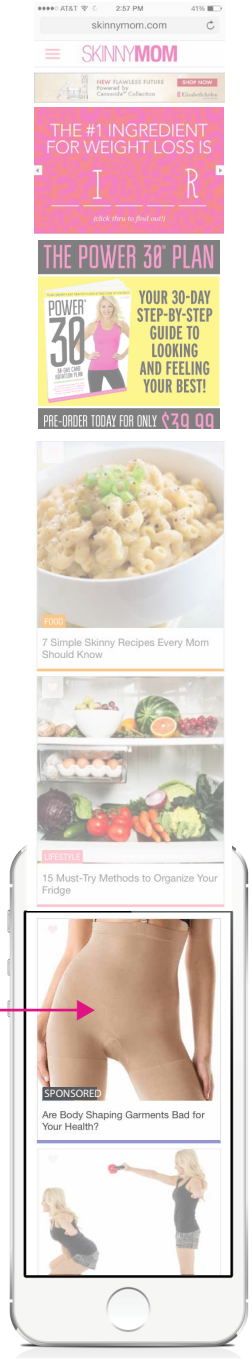
SKINNYMOM
RECIPES FOOD FITNESS HEALTH LIFESTYLE THE SUPPER CLUB COMMUNITY MORE
728x90
FITNESS: WEIGHT LOSS
Are Body Shaping Garments Bad for Your Health?
by Libby Birk | September 20, 2014
300x600
Sponsored By:
Many women have parts of their body that they would rather keep under lock and key than expose, wearing body shaping garments to keep everything tight beneath their clothing. Body shaping garments are great for achieving that hourglass figure, but wearing them every day can lead to long-term health compli-cations. Read on to discover how you could be harming yourself through your

Example: Sponsored Content - Post Page

Post Page 728x90 Ad

Dedicated 3rd Content Block on Mobile

Post Page 300x600 Ad


skinnymom.com
SKINNYMOM
THE #1 INGREDIENT FOR WEIGHT LOSS IS
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YOUR 30-DAY STEP-BY-STEP GUIDE TO LOOKING AND FEELING YOUR BEST!
PRE-ORDER TODAY FOR ONLY $39.99
7 Simple Skinny Recipes Every Mom Should Know
15 Must-Try Methods to Organize Your Fridge
SPONSORED
Are Body Shaping Garments Bad for Your Health?

Example: Sponsored Content - Mobile

Skinny Mom's native/sponsored content offerings allow your brand to organically and unobtrusively reach consumers through a genuine reader experience. The goal of native content is to create both brand awareness and favorable perception of your brand among Skinny Mom readers.

Includes:

- Dedicated content block ATF on desktop homepage
- Dedicated 3rd content block on mobile
- 728x90 leaderboard on post page on desktop
- 300x600 medium rectangle on post page on desktop
- "Sponsored by" with logo at start of post visible on desktop and mobile
- Brand description with links at bottom of post
- Lives indefinitely on the Skinny Mom website

Marketing:

- Minimum 2 custom design pins with minimum 4 drops
- 1 content post on Facebook and Twitter
- Inclusion in 1 weekly newsletter

ADVERTISING OPPORTUNITIES: CUSTOM PARTNERSHIPS

PARTNERING WITH SKINNY MOM

Skinny Mom works directly with brands and agencies to create highly sharable campaigns that target the powerful purchasing audience of moms. Custom campaigns are uniquely designed to match the Skinny Mom editorial voice, while aligning with your goals, strategies and expectations.

Advertising opportunities with Skinny Mom include, but are not limited to:

E-mail Campaigns • Social Media Packages • Pre-Roll • Sponsored Roundups • Pinterest Partnerships
Contests & Giveaways • E-Cookbooks • Native/Sponsored Content • Custom Infographics
Spokesperson/Brand Ambassador • Column Sponsorships • Product Placement • And More!

Contact Tori Tarvin at 513-381-0603 for current rates.
We work directly with you to develop a plan that best fits with your brand message, goals and budget.

2016 EDITORIAL CALENDAR

JANUARY
Ab Challenge

- Detox & 21 Day Shred
- Pantry Purge
- Skinny Super Bowl
- Motivation & Goal Setting

FEBRUARY
Self-Love Challenge

- Love List (campaign)
- Healthy Sex
- Heart Health
- Self Love
- Bikini Body Prep

MARCH
Yoga/Flexibility Challenge

- March Madness Brackets
- National Nutrition Month
- Clean Eating
- Spring Break Travel

APRIL
Squat Challenge

- Healthy Green Living
- Fit Camps for Kids
- Body Shaming
- Spring Fitness Fashion

MAY
Sugar-Free Challenge

- Mother's Day
- Family Health
- Summer Party Planning
- Healthy Skincare

JUNE
Pushup Challenge

- Father's Day
- Red, White & Blue
- Ultimate Grill Guide
- Camping & Outdoor Fitness

JULY
Soda-Free Challenge

- On-The-Go Fitness
- Ultimate Meal Prep
- Vitamins & Supplements
- Water & Hydration

AUGUST
Free Weights Challenge

- Back To School
- Skinny Jeans
- Mental Health
- Gym Membership

SEPTEMBER
Family Eat At Home Challenge

- Comfort Foods
- Marathon Mom
- Fall Fitness Fashion
- Outdoor Running

OCTOBER
Better Booty Challenge

- Breast Cancer Awareness
- Healthy Halloween
- Kid's Health
- Slow Cooker Recipes

NOVEMBER
Burpee Challenge

- Protein in your Diet
- Giving Back
- Virtual Turkey Trot
- Hot for the Holiday
- Thanksgiving Cookbook

DECEMBER
Meal Replacement Challenge

- Portion Control
- Skinny Baking
- Virtual Cookie Exchange
- New Year Prepping

PRESS & CONTACT INFORMATION

SKINNY MOM IN THE PRESS

If you are a member of the media or have a press request, please contact: pr@skinnymom.com.

redbook | parenting | oxygen | Women's Health | SHEKNOWS.com | USA TODAY | DAILY BURN | NEW YORK POST

CORPORATE OFFICE:

602 Main Street, Suite #410
Cincinnati, OH 45202
Phone 513-381-0603
Fax 513-381-1296

ADVERTISING & PARTNERSHIP INQUIRIES:

advertising@skinnymom.com

Website:
www.skinnymom.com

Facebook:
Facebook.com/skinnymom

Twitter:
@skinnymomonline

Pinterest:
pinterest.com/skinnymom

Instagram:
instagram.com/skinnymom

Youtube:
youtube.com/theskinnymom

Linkedin:
linkedin.com/company/skinny-mom